No 1 Marsden Street
Manchester M2 1HW
Tel +44 (0)161 236 9595
Fax +44 (0)161 228 7097
cushmanwakefield.co.uk

Manchester City Council
Planning
PO Box 532
Town Hall
Manchester
M60 2LA

Email Claire.pegg@cushwake.com
Direct +44 (0)161 235 7638
Mobile +44 (0)7887 661883
Fax +44 (0)161 228 7097

29th November 2016

Dear Sir/Madam

Application for Consent to Display an Advertisement and Listed Building Consent at Harpurhey Campus, Rochdale Road, Harpurhey, Manchester, M9 4AF.

Please find enclosed an application for consent to display advertisements and Listed Building Consent at Harpurhey Campus, Rochdale Road, Harpurhey, Manchester, M9 4AF.

This application has been submitted by Cushman & Wakefield on behalf of The Manchester College via the Planning Portal with the following references:

- Consent to Display an Advertisement (PP- 05660051); and
- Listed Building Consent (PP- 05660240).

Application Content

The application is supported by a number of drawings and photographs. In accordance with the Town and Country Planning (Control of Advertisement) Regulations 2007, together with this covering letter, the planning submission comprises the following documents:

- The relevant Application Forms and Certificate;
- Drawings:
  - Site Location Plan (Drawing ref. PL907);
  - Site Layout Plan (also contained on Drawing ref. PL907);
  - North and East Elevations (Drawing ref. WSA.0091 A3.01D);
  - South and West Elevation (Drawing ref. WSA.0091 A3.02D);
- Signage Specification.

The Signage Specification document also contains photos of the existing signs and elevations.

I can confirm that the requisite application fee of £110 will be paid via telephone or online shortly following submission of this application.

Proposed Development

This proposal is part of a comprehensive rebranding across The Manchester College campus locations and largely involves the replacement of the existing signage displayed at the Harpurhey Campus. Existing frames

A list of directors' names is open to inspection at address opposite.
DTZ Debenham Tie Leung Limited Registered in England No 2757768.
Registered office 125 Old Broad Street London EC2N 1AR.

and fixings will be used to attach / mount the proposed replacement signage.

This application is for consent to replace 7 signs at various locations across the Harpurhey Campus. Details of each sign is listed in the table below along with confirmation of the consent being applied for.

None of the signs benefit from deemed consent under *Schedule 3 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007* and thus all of the proposed replacement signs require an application for consent to display an advertisement alongside Listed Building Consent. This has been agreed through pre-application discussions with officers at Manchester City Council.

Element Number	Width (mm)	Height (mm)	Area (m^2)	Height above ground (m)	Depth (mm)	Sign Material
1F	4,695	2,180	10.24	13.70	220	PVC Banner
2W	610	460	0.28	1.06	3	Aluminium Composite
3F	5,000	2,000	10.00	6.10	3	Aluminium Composite
4F	1,450	1,450	2.10	2.45	3	Aluminium Composite
5F	1,500	1,500	2.25	11.40	3	Aluminium Composite
6F	15,000	1,000	15.00	9.80	3	Aluminium Composite
7F	3,140	1,480	4.65	13.70	220	PVC Banner

The attached Signage Specification provides further information on the graphic appearance of each proposed sign. The schedule also includes a photo showing the location of each sign and the existing sign already in situ.

Planning Assessment

Principle of Development/ Visual Impact

As stated above, the scheme comprises the replacement of the content of existing signs already in situ and on display at the campus. There will be no changes to the dimensions of the existing signage and hence there is considered to be a negligible visual impact. As per the existing signage present at the site, no illumination is proposed.

With regards to visual appearance and amenity, the proposed advertisements are considered to have a negligible impact from the existing situation and are thus considered to be in accordance with **Policies DC15.1 and DC15.2 of the Unitary Development Plan (UDP)**.

Heritage Impact

The Harpurhey Campus comprises the Grade II Listed Harpurhey Baths and Laundry.

UDP Policy DC19.1 (Listed Buildings) states that in determining applications for listed building consent, the Council will have regard to protecting the general setting of the listed building. In particular, the Council will not permit any external alteration or addition to a listed building where there would be an adverse effect on its architectural or historic character. **Core Strategy Policy EN3** (Heritage) reiterates this and states that

new developments must preserve, or where possible, enhance the historic environment and listed buildings.

The proposed scheme is not considered to negatively impact on the setting or character of the listed building. As set out above, the proposals simply comprise the replacement of the graphic appearance of the existing signage and thus the impact is considered to be negligible.

The advertisements will continue to respect the architectural features, proportions and character of the buildings and will not be obtrusive, and therefore the proposals are considered to be consistent with local and national planning policy regarding advertisements, design and heritage.

Conclusion

I look forward to receiving confirmation of the application's validation, however if there are any queries or you require any further information to assist in your assessment of the application, please do not hesitate to contact me using the details above.

Yours sincerely,



Claire Pegg
Consultant, Cushman & Wakefield Planning